



## Video transcript

### Enhancing research and discoverability of primary source material from the British Library

My name is Bee Cassim and I am a Senior Product Manager at AM. I have the unique opportunity to work within cross-functional teams to define the strategy for our software products and create functionality that aligns with both business goals and user needs.

Our mission of empowering new generations to discover and access data has driven the development of a range of new features on the platform. One particularly important example for the East India Company resource is the improvements we have made to our handwritten text recognition services, also referred to as HTR.

These services enable us to take documents like this and generate accurate transcriptions. The transcription tool we use for handwritten documents advertises a 95% accuracy rate for English-language content, which is incredibly valuable in helping users find reliable results.

On the East India Company resource alone, we have run transcription on millions of pages of content. This inherently improves both the search experience and the overall discoverability of the documents. As you can see from this example, accurate word search results help users quickly locate the information they need, not only by finding the relevant document but also by highlighting key terms directly on the page.

In this screenshot, I searched for the term “London”, which you can see on the right-hand side. After navigating to this document, the yellow highlights show exactly where the word appears in the image. This immediately directs users to the relevant sections, making it much easier to access the information they are looking for.

In contrast, inaccurate transcriptions can lead to false negatives when searching for specific words or phrases. This is why these improvements are so important—AM Quartex makes the East India Company resource more discoverable than ever.

These enhancements also play a significant role in improving accessibility. Users with additional needs can access transcripts through screen readers, something that is not possible with the original handwritten documents alone. I hope this provides a small but meaningful insight into the exciting improvements the East India Company resource benefits from by being on AM Quartex.